

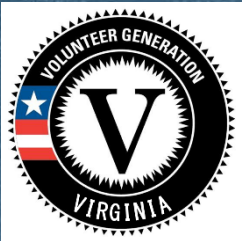
What? So What? Now What?

Effective Processes To Improve Your Programs

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Volunteer Program Manager

A Bit About Me ☺

- ▶ Volunteer Program Manager
- ▶ Certified Therapeutic Recreation Specialist
- ▶ PATH Registered Instructor
- ▶ 17 Years experience working with people with various abilities



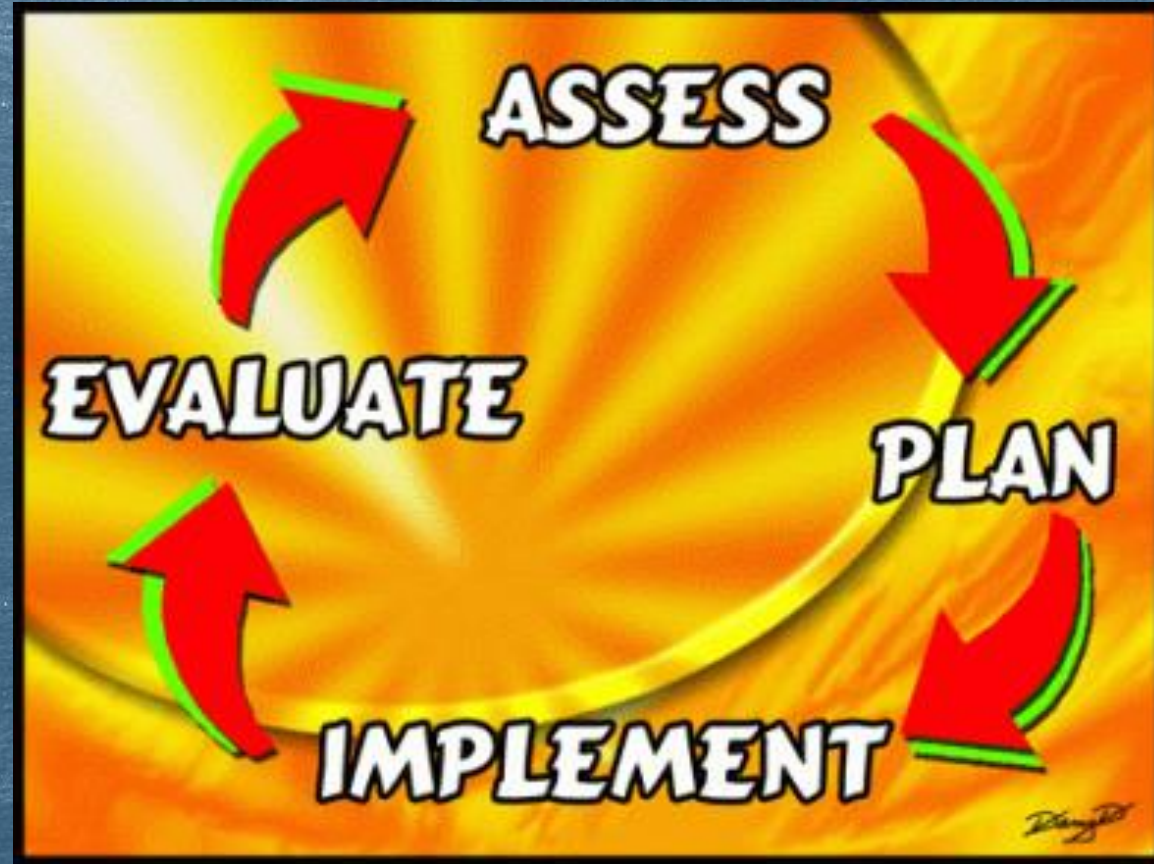
LiftMeUp!
THERAPEUTIC RIDING PROGRAM

Objectives

- ▶ Participants will have a working knowledge of the APIE Process and how to utilize this process to make programs and projects more effective.
- ▶ Participants will learn to use reflection to effectively evaluate programs and projects.
- ▶ Participants will leave with a worksheet and a plan for improving current programs.

APIE Process

- The APIE Process is used by Recreation Therapists to create effective programming for the individuals they support.
- This process can be applied to all types of programming and will help managers with continuous improvement.
- The process is cyclical and is meant to be revisited often.



Assessment

- ▶ Identify
 - ▶ Needs
 - ▶ Strengths
 - ▶ Weaknesses
- ▶ Volunteer Match Needs Assessment



Planning



- ▶ Know your audience
 - ▶ What is their goal for the event, meeting or activity?
- ▶ What will the event, meeting, or activity entail?
 - ▶ What materials will you need?
 - ▶ What is the schedule of events?
 - ▶ Do you have a volunteer job description
 - ▶ Acknowledgements/Special Guests
- ▶ Consider the timing
 - ▶ Time of day
 - ▶ Day of the week
 - ▶ Time of year
 - ▶ In connection with a holiday or special day of service
 - ▶ What else is going on near you that day?
- ▶ Location is Key
 - ▶ Consider Parking Options
 - ▶ Ease of access
 - ▶ Accessibility
- ▶ Know the purpose of your event or activity
- ▶ Make a complete plan (be ready to roll with the punches) ☺
- ▶ Risk?



Event Planning Checklist (General)

4-6 Months Ahead of Event

- Event Goal – Title _____
- Select date _____
- Identify venue and negotiate details _____
- Develop Event Master Plan (What? Why? How?)
- Get cost estimates (e.g., rental fees, food & beverages, equipment, speaker fees, travel, etc.) and create a budget
- Recruit event committee, event manager or chair and establish sub-committee chairs
- Create and launch publicity plan & brand your event (*ensure staff and/or volunteers are identified to manage specific tasks – e.g., media relations, VIP coordination, printed material design & printing coordination, signage, online/social media, etc.*)
- Identify and confirm speakers/presenters/entertainers
- Identify and contact sponsors/partners (Donations?)

3-4 Months Ahead of Event

- Speaker/presenter/entertainer liaison _____
 - finalize presentation/speech topics
 - get bio information, photo
 - travel & accommodation arrangements
 - Have contracts signed if appropriate, etc.
- Financial/Administration: for example, determine:
 - Registration fees
 - Set up/enable online registration
 - Sponsor levels/amounts
 - Identify items to be underwritten and accounting tracking details
- Venue/logistics planning, e.g.:
 - Investigate need for any special permits, licenses, insurance, etc.
 - Determine and arrange all details re menu, A/V equipment, registration set-up, parking, signage, floor plan/layout
 - Review security needs/plan for the event with venue manager
- Publicity, Press Release
 - Develop draft program
 - Create draft event script (e.g., MC, speaker introductions, thanks, closing, etc.)

Event Planning Checklist (General)

- Develop publicity pieces -- e.g., newsletter articles and/or ads, radio spots, print blog posts/articles for submission to other publications and/or ads, etc.
- Request logos from corporate sponsors for online and printed materials
- Develop and produce invitations, programs, posters, tickets, etc.
- Develop media list & prepare News Release, Media Advisory, Backgrounder and all media kit materials (e.g., speaker info, photos, etc.)
- Create event page on your website
- Enable/create email event notifications
- Create a Facebook event page or a hashtag for your event
- Social Media
- Invitation List

2 months prior to event

- Send reminders to contact list re registration/participation/invitation
- Presenters/Speakers: _____
- Confirm travel/accommodation details
- Request copy of speeches and/or presentations
- Sponsorship: Follow up to confirm sponsorships and underwriting
- Release press announcements about keynote speakers, celebrities, VIPs attending, honorees, etc.
- Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc.

1 week ahead

- Have all committee chairs meet and confirm all details against Master Plan – and ensure back-up plans are developed for any situation
- Finalize event script
- Brief any/all hosts, greeters, volunteers about their event duties and timelines
- Final seating plan, place cards, etc.
- Provide final registration numbers to caterer
- Make print and online copies of any speeches, videos, presentations, etc.
- Final registration check, name badges & registration list
- Determine photo op and interview opportunities with any presenters, VIPs etc. and confirm details with interviewee and media

1 day ahead

- Confirm media attending

Event Planning Checklist (General)

- Ensure all signage is in place
- Ensure registration and media tables are prepared and stocked with necessary items (e.g., blank name badges, paper, pens, tape, stapler, etc.)
- Ensure all promo items, gifts, plaques, trophies, etc. are on-site

Event day

- Ensure you have copies of all instructions, directions, phone numbers, keys, extra parking permits for VIP guests, seating charts and guest lists with you
- Check-in with each Committee Chair to ensure their team is on track

Immediately following event

While you need to conduct a thorough evaluation and update your budget, there are post-event publicity, fundraising and member development opportunities that you can take advantage of with just a little pre-event planning. Here are some of the activities you might consider once the event is over:

- Financial status: gather all receipts, documentation, final registration data, etc. and update budget
- Send thank-you's and acknowledgement letters to:
 - Sponsors
 - Volunteers
 - Speakers/presenters
 - Donors
 - the Media

In your thank-you notes, be sure to remind the recipients of the event's success – and how they contributed (e.g., dollars raised, awareness – number of participants, etc.).

- Post-event publicity – see publicity section that follows
- Conduct a Post-Event Survey – to learn what people enjoyed about your event, and where you have room to improve.
- Follow-up Communication with Event Participants
- Reach out to event participants – thank them for participating and promote your ongoing programs and how they can support you throughout the year by joining, volunteering or making a sustaining donation.
- Conduct a thorough evaluation

Implementation

- Be Ready to change your plan
- May need to make quick decisions
- Engage your team
- Check In with everyone involved
- Be available to problem solve

**KEEP
CALM
....
IT'S
GO TIME**

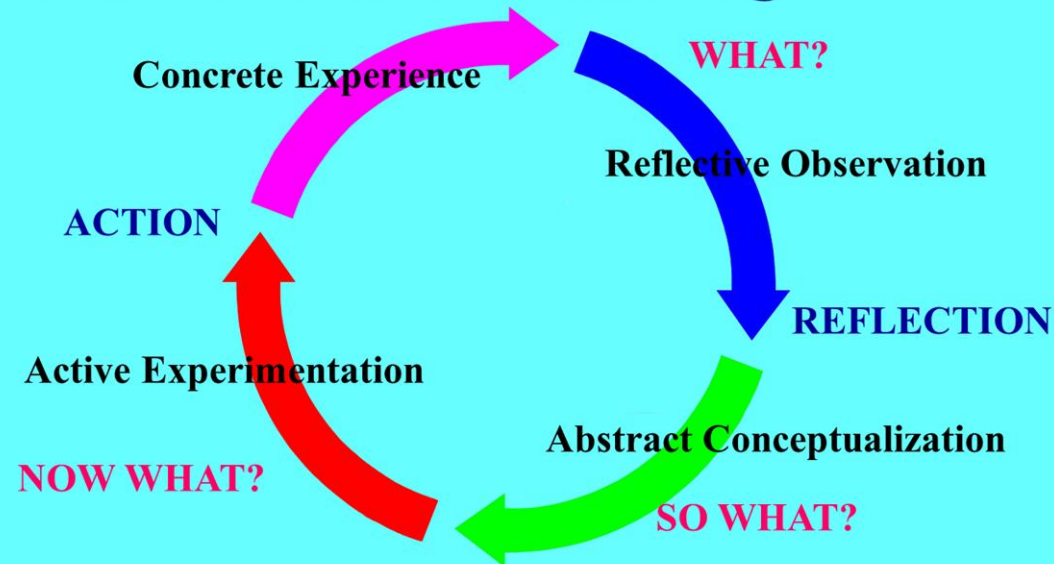


Evaluation

- This is the most important part of this process
- It is what drives continuous improvement



Kolb's Model of Learning



What? Reflective Observation

- ▶ Examine the facts
 - ▶ What happened?
 - ▶ What worked?
 - ▶ What didn't work?
 - ▶ What was the goal?



So What? Abstract Conceptualization

- ▶ Identify Knowledge
- ▶ Challenge Assumptions
- ▶ Imagine and explore alternatives
- ▶ How did the facts affect the outcomes?
- ▶ What key points are important to take away from the experience?

Now What? Active Experimentation

- ▶ Action Items
- ▶ What are we going to do differently?
- ▶ How can we improve programming for next time?
- ▶ Where do the problems lie and what steps will we take to get better results?

Strengths Based Reflective Practice

Main Focus	The Individual	The Team	The Organisation
What's successful right now? (Appreciate)	What do you feel you do really well and why?	What are your team's talents / achievements?	What's your organisations success stories?
What do we need to change to make a better future? (Imagine)	What are some of your possibilities for improvement?	How can you play to your strengths more within the team?	What options do you have to increase performance and productivity?
How do we do this? (Design)	What are your core values? Why do you hold these?	What are your team's values? Why do you hold these?	What are your organisations values?
Who takes action and with what consequences? (Act)	How far have you been able to put your values into action?	How can you create more opportunities to do what you do best everyday?	What does it stand for? How close is performance aligned to your mission?

Reflection Worksheet

Event Name: Volunteer Recognition Practices

Event Date: _____

What? This is the Descriptive Phase...	So What? This is the theoretical phase...	Now What? This is the planning phase....
<ul style="list-style-type: none"> ➤ What Happened? ➤ What Worked? ➤ What Didn't Work? ➤ What are the Facts? 	<ul style="list-style-type: none"> ➤ <u>So</u> What is the significance of this? ➤ <u>So</u> What should be done differently next time? ➤ <u>So</u> What have we learned? 	<ul style="list-style-type: none"> ➤ Now What should we do? ➤ Now What is best practice? ➤ Now What will the consequences be? ➤ Now What will we put in place for the future?
<p>Current practice includes thank you notes sent through mail or email</p> <p>It does not connect the volunteers to the organization</p> <p>It does not connect volunteers to each other</p> <p>Active Volunteer Base of about 75</p> <p>Have a budget to support a small recognition event of some sort</p> <p>Volunteer base includes In-home, project based, event based, and potential partners</p>	<p>An appreciation event that brings together all volunteers would allow organizational leaders to interact with our volunteer base and show that the organization supports the volunteer program</p> <p>Maybe try an appreciation breakfast on a larger scale.</p> <p>Can afford this type of event.</p> <p>Can use this event to test attendance and interest in this type of recognition</p>	<p>Volunteer Breakfast</p> <p>Invites to 60 active/engaged volunteers, board members, and SLT</p> <p>Choose venue location in Arlington that is accessible</p> <ul style="list-style-type: none"> • Liberty Tavern <p>This Should/Could be an annual event or a quarterly event on a smaller scale</p>

Reflection Worksheet

Event Name: Volunteer Breakfast

Event Date: 5/13/17

What? This is the Descriptive Phase...	So What? This is the theoretical phase...	Now What? This is the planning phase....
<ul style="list-style-type: none"> ➤ What Happened? ➤ What Worked? ➤ What Didn't Work? ➤ What are the Facts? 	<ul style="list-style-type: none"> ➤ <u>So</u> What is the significance of this? ➤ <u>So</u> What should be done differently next time? ➤ <u>So</u> What have we learned? 	<ul style="list-style-type: none"> ➤ Now What should we do? ➤ Now What is best practice? ➤ Now What will the consequences be? ➤ Now What will we put in place for the future?
<p>Of 60 people invited 22 attended.</p> <p>The venue was great for accessibility. Several volunteer types were represented CEO, COS, and VP Philanthropy attended One Board member attended. Volunteers who attended had a great time. Awards were well received Water bottle giveaways were very cute.</p> <p>Attendance was not as robust as hoped for Mother's Day weekend was probably not the best weekend Evites were never opened by 20 who were invited, may have been blocked by spam</p> <p>Venue would not have been spacious enough if more would have attended</p>	<p>Low turnout does necessarily suggest a flop Next year choose a different weekend or try a luncheon? Find a better way to send out invitations Continue with awards based on hours of service Add in a years of service award over time. Talk up the event throughout the year so that volunteers will be excited about attending.</p> <p>Maybe ask volunteers what they would like to do for an appreciation event</p> <p>Get creative. 😊</p>	<p>Start planning for next year See if space can be donated or food can be discounted Start researching venues Be sure to invite volunteer Hub representatives for the next one. Budget!!!!</p>

Questions?

- ▶ Activity
 - ▶ Action > Reflection > Action



